

Message Text

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21

ORIGIN CU-03

INFO OCT-01 EA-06 ISO-00 /010 R

DRAFTED BY CU/EA:MZINOMAN:NB
APPROVED BY CU/EA:DIHITCHCOCK
EA/PRCM:OARMSTRONG (DRAFT)

----- 045205

R 062248Z MAY 75

FM SECSTATE WASHDC

TO USLO PEKING

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E.O. 11652: N/A

TAGS: SCUL, CH

SUBJECT: TRACK AND FIELD TEAM - TV COVERAGE

1. AAU INFORMED CU/EA TODAY THAT IT HAD MADE TWO REQUESTS TO ALL CHINA SPORTS FEDERATION TO ALLOW TV CREW TO FLY TO PEKING TO VIDEOTAPE FINAL MEETS. CREW WOULD INCLUDE MINIMUM OF 12 PEOPLE AND INVOLVE 3000 POUNDS OF EQUIPMENT. FINAL REQUEST FOR RECONSIDERATION MADE IN APRIL 21 CABLE FROM AAU TO ACSF. NEGATIVE REPLY RECEIVED FROM LATTER ON APRIL 29. NATIONAL COMMITTEE HAS BACKED UP THESE REQUESTS WITH PRCLO WITH SIMILAR NEGATIVE RESULTS.

2. FOR FINANCIAL REASONS, AAU AND DEPARTMENT WOULD VERY MUCH DESIRE COVERAGE SINCE FUNDS DERIVED FROM TV WOULD SUBSTANTIALLY DEFRAID CONSIDERABLE EXPENSE OF THIS MAJOR EXCHANGE. WE REALIZE, HOWEVER, THAT IN VIEW OF REPEATED PRC TURNDOWNS, FURTHER USLO DEMARCHE ON THIS SUBJECT MIGHT BE IN VAIN AND HENCE UNDESIRABLE. IF ON OTHER HAND USLO BELIEVES THAT ITS APPROACH TO MFA HAS FAIRLY GOOD CHANCE OF CHANGING CHINESE NEGATIVE POSITION, YOU MAY MAKE THE APPROACH.

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3. IDEA OF TV COVERAGE DOES NOT SEEM TO BOTHER CHINESE, SINCE THEY WERE WILLING TO ACCEPT TV PERSONNEL AS PART OF

QUOTA OF SIX JOURNALISTS WITH TEAM. IF TRANSPORT

LIMITATION IS THE PROBLEM, LATEST PLAN TO FLY IN TV CREW
ONLY FOR PEKING MEETS SHOULD EASE PROBLEMS WITH TRANS-
PORTING EXTRA BODIES AND EQUIPMENT AROUND COUNTRY.

4. SHOULD USLO DECIDE TO MAKE THE APPROACH, IT MIGHT
EMPHASIZE THE PUBLIC RELATIONS BENEFITS WHICH WOULD
ACCRUE TO THE PRC BY HAVING FILMS OF FRIENDLY EVENT
REACH MILLIONS OF AMERICANS, MOST OF WHOM, WITHOUT THE
TV COVERAGE, WOULD BE UNAWARE OF THE EVENT. KISSINGER

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